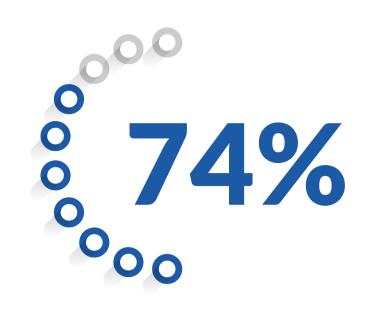


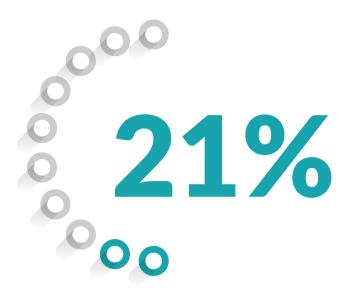
Generative Al Applications: Fueling Growth Across Sectors

- The global generative AI (GenAI) market is expected to reach \$109.37 billion by 2030 at a CAGR of 35.6%.¹
- Four areas—customer operations, marketing and sales, software engineering, and R&D—collectively account for about 75% of the value that generative AI could offer.²

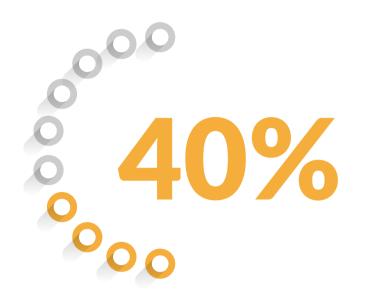
Executive Insights and Outlook



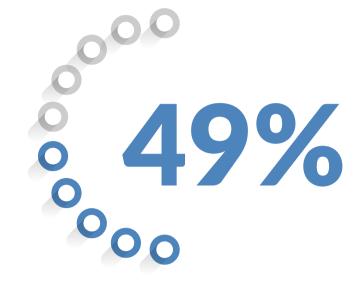
74% of global executives see generative Al benefits outweighing concerns.³



21% anticipate industry disruption due to generative Al.³

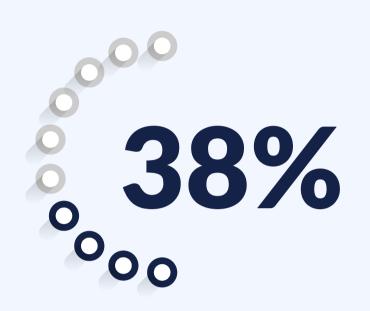


40% of organizations have teams and budgets for generative Al.³

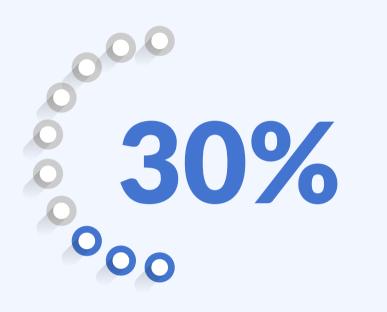


49% are considering establishing teams and budgets within 12 months.³

Applications of Generative Al



According to 38% of global executives, their primary motivation for investing in generative AI is to improve customer experience and retention. Other reasons include revenue growth (26%), cost optimization (17%), and continuity of operations (7%).⁵



By 2025, large enterprises will employ Al-generated content in 30% of their outbound marketing messages, up from less than 2% in 2022.⁶

GenAl in the Tech Industry

Energy Efficiency

In energy-intensive industries like data centers or high-tech manufacturing, generative AI can optimize operations,

Autonomous Systems decrease energy consumption, and minimize Enhances safety and reliability of environmental impact through predictive self-driving cars and drones through maintenance and process optimization. **Natural Language** better decision-making. Interfaces **Develops user-friendly Advanced Research And** interfaces for hi-tech Development products, enhancing Generative AI accelerates innovation by accessibility. **Market Analysis** simulating scenarios, generating **Provides insights into** hypotheses, and designing experiments. market trends and competitor strategies for strategic decision-making. [i]Q **Supply Chain Optimization Financial Modeling**

Customized Product Design

It optimizes components and structures, improving performance and quality in the aerospace and automotive industries.

Predicts demand, streamlines logistics, and boosts cost savings and resilience in tech manufacturing.

Tech companies often rely on complex financial models. Generative AI can assist in generating reports, forecasts, and risk assessments, aiding decision-making.

GenAl Innovations in Other Business Sectors



Manufacturing

GenAl streamlines processes, helps detect defects in real-time (thereby improving quality control), enhances product design, and reduces waste.



Fashion

GenAl innovates in design, materials, inventory management, and virtual try-ons.

60

Gaming

GenAl powers realistic game environments, avatars, and visual improvements.



Banking And Fintech GenAl is used in financial modeling, risk assessment, and fraud detection.

Healthcare

GenAl aids personalized patient care, drug discovery and development, and medical diagnosis.

Media And Entertainment

Applications include personalized recommendations, visual effects, voice synthesis, and predictive analytics.

Partner With LatentView Analytics to Incorporate AI and Analytics for Actionable Insights and Intelligent Decision-Making

50

Successful organizations leverage data-driven insights and AI to tackle challenges, enhance operations, and emerge as market leaders. Partner with LatentView Analytics, a leading global analytics firm, for business growth and transformation using data and technology.

